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Secretary Mineta Announces Grant To Massachusetts For Education On Child Passenger Safety

March 26, 2002. Cambridge, MA. U.S. Transportation Secretary Norman Mineta announced a grant of \$138,738 to Massachusetts to help implement child passenger protection programs designed to prevent deaths and injuries to children.

The press event was held at the Fire Department Headquarters for the City of Cambridge, and attended by U.S. Congressman Michael Capuano, Ms. Nancy J. Luther, Executive Director of the MA GHSB; Chief Jerry Reardon and his staff from the Cambridge Fire Department, Deputy Superintendent Tim McCusker and staff including his CPS technicians from the Cambridge Police Department, Ms. Kim Wolski from the Massachusetts Department of Public Health, and CPS technicians from the State and local police departments (including Arlington, Belmont and Cambridge).

Media coverage of the event was excellent, thanks in large measure to NHTSA's Office of Public and Consumer Affairs, and the efforts of Tim Hurd, Media Chief, and Liz Neblett, Media Specialist. NHTSA's Region I staff, Kip Bowley, Diane Krause, Donna Burke, John Kennedy and Mario Damiata also worked to pull the event together.

The grant will allow Massachusetts to fund activities such as child safety seat checkpoints at safety events and during enforcement efforts, permanent fitting stations, loaner programs, education and information outreach to rural, low-income and minority communities, education and training activities targeted to Native American tribes, education and training activities to reach children with special needs, educational outreach to elementary and secondary school, promotion of child passenger training, and training and education for judges to promote enforcement. ■



Dan Turner, Cambridge Fire Department

Pictured from left to right: George Luciano, Region I Administrator; Secretary Mineta; Ms. Nancy Luther, Executive Director of Massachusetts Governor's Highway Safety Bureau and Governor's Representative for Highway Safety; U.S. Congressman Michael Capuano; Chief Gerald Reardon, Cambridge, MA Fire Department. Second row: Freeman Bowley, NHTSA Region I staff.

NHTSA Region III Administrator Gives Remarks at *Click It or Ticket* Press Events In Delaware

By Kristen Allen

February 27, 2002. Delaware, USA. NHTSA Region III Administrator Dr. Elizabeth Baker joined Office of Highway Safety Director Tricia Roberts and Secretary of Public Safety James L. Ford, Jr., to kick off Delaware's statewide *Click It or Ticket* campaign. Dr. Baker was a featured speaker at two press

events. The morning event was held in Wilmington and the afternoon event was held in Seaford.

Dr. Baker conveyed to law enforcement and members of the media, on behalf of the agency and Dr. Runge, that NHTSA is excited that Delaware is implementing the *Click It or Ticket* campaign because it has proven to be

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NHTSA Region III Administrator Gives Remarks at *Click It or Ticket* Press Events In Delaware

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effective in increasing the number of Americans who wear seat belts on a regular basis.

Why does the *Click It or Ticket* campaign work so well? Because research shows that education alone is not enough to get the remaining 27 percent of Americans who don't buckle up to do so. They simply don't believe they are at risk of death and injury in a crash if they don't wear their seatbelt. But active enforcement of a state's seatbelt law, combined with high profile public awareness, has shown to be effective in getting drivers and passengers to buckle up, said Dr. Baker.

Officers from 25 state and local police agencies conducted Traffic Safety Checkpoints and roving Traffic Safety Patrols between March 3 and March 16. While only warnings were issued for seatbelt violations at checkpoints, motorists who were stopped for moving violations and found to be unbelted were ticketed for the moving violation and fined for the seatbelt violation in accordance with Delaware's current seatbelt law.

Delaware's current seatbelt use rate is 67%, below the national seatbelt use rate of 73%. By implementing the *Click It or Ticket* campaign, Delaware is looking to increase their usage rate by 10 to 20 percentage points.

At the urban press event in downtown Wilmington, representatives from the law enforcement community included the Wilmington Police Chief and a Major from the Delaware State Police. A representative from the Multicultural Judges & Lawyers Section of the Delaware State Bar Association also expressed his organization's support for the campaign.

At the rural press event in Seaford, the enforcement community was represented by

the Seaford Police Chief and a Major from the Delaware State Police. A community liaison from La Esperanza Community Center spoke in support of the campaign.

Additional organizations that have declared their support for the program include: First Love Community Outreach Center, Christiana Care's Trauma Program, the Beacon Mission,

the Latin American Outreach Center, the Southern Baptist Churches of Delaware, the Wilmington Urban League, and La Esperanza Community Center.

Delaware's *Click It or Ticket* campaign began with a statewide media blitz on Monday, February 25th. Radio and television advertising, as well as billboards, movie theater slides, print advertising and the press events were used to get the message out to as many Delawareans as possible. Although another major *Click It or Ticket* mobilization is scheduled for May 2002, the Delaware *Click It or Ticket* team has left the station! ■



Region III Administrator Dr. Beth Baker kicks off Delaware's *Click It or Ticket* campaign.

Dr. Runge Promotes Upcoming *Click It or Ticket* Campaign to Emergency Nurses Association in North Carolina

By Mary McCue, TSP

March 2, 2002. Charlotte, NC. NHTSA Administrator Dr. Jeff Runge was the keynote speaker at the Emergency Nurses Association/EN CARE Annual Awards Dinner held in Charlotte. Dr. Runge congratulated each of the 31 Award winners for their work and accomplishments in "injury prevention" and was presented an EN CARE award for his work in "injury prevention." In addition, award winners included EN CARE volunteers, corporate and government agencies, police and fire department personnel, and community

groups. Dr. Runge announced the NHTSA "Click It or Ticket" campaign that will be aggressively promoted in 13 states for the May *Buckle Up America* Week Mobilization to enforce occupant protection laws. He said that this program clearly portrays that if you are not buckled up, you will get a citation, and asked the attendees for their help in promoting and supporting this program. Dr. Runge also spoke about "impaired driving" as another problem that NHTSA has been focusing on and asked the emergency nurses and EN CARE volunteers to continue their work with alcohol awareness programs. ■



EN CARE's Barbara Foley and NHTSA Administrator Dr. Jeff Runge.

R&D's Thomas Roston Serves in the Secretary's Crisis Management Center

From November 2001 to March 2002, Thomas Roston served on a detail to the DOT's Research and Special Programs Administration, Office of Emergency Transportation in the Secretary's Crisis Management Center (CMC) as an Operations Officer. He was the on-duty program lead for the CMC.

The CMC in the DOT is activated during the threat, impact and recovery from disasters and emergencies. As Operations Chief, Mr. Roston oversaw information-gathering activities throughout DOT and the private sector to include damage assessment information, transportation implications and background facts to aid in policy implementation and decision-making by the Secretary and the White House.

Mr. Roston's duties included the coordination of all center activities, publishing daily situation reports, responding to questions and inquires from senior management, and



From left to right: Bill Medigovitch of RESPA, Thomas Roston NHTSA R&D, Dr. Ray Owings AA of R&D.

screening incoming information and emerging issues to determine which ones needed to be raised to higher levels for briefings or decision-making. ■

The DOT Chapter of Blacks In Government (BIG) Celebrates Black History Month and National Women's History Month

On **February 21, 2002**, the DOT Chapter of BIG celebrated Black History Month with former Congressman Walter E. Fauntroy as guest speaker.

On **March 21, 2002**, the DOT Chapter of BIG invited the employees of DOT to help

celebrate National Women's History Month with guest speakers Ms. Cheryl Black, Attorney and Ms. Erica Smith-Hicks, Patent Examiner. The subject was "Women Sustaining the American Spirit." ■



DOT BIG February 21 meeting attendees included, from left to right: Dr. Lloyd G. Fenell; Myrie Fowler-Robinson, MARAD; Vonnie Malcom, MARAD; Sharon Scott, NHTSA; Former Congressman Walter E. Fauntroy; Nathaniel Hayes, NHTSA; Margaret Cauthorne, NHTSA; Lisa Gilbert, Author of "Black Butterfly."

Essex W. Brown III



Essex Brown joins NHTSA as the Director of the Office of Human Resources. In his capacity as Director, Mr. Brown is responsible for directing a comprehensive operational program including policy development, staffing and placement, position classification, position management, pay administration, labor and employee relations, and employee development and training. Mr. Brown also is currently participating in the Executive Potential Program with the Graduate School, USDA and will graduate from the program in April 2002.

Before coming to NHTSA, Mr. Brown worked for the Food and Drug Administration (FDA) serving as the Personnel Officer for the Center for Food Safety and Applied Nutrition (CFSAN). He also has worked at the Immigration and Naturalization Service (INS) as well as the Department of the Army performing human resources-related work.

Mr. Brown received his B.S. Degree in Political Science from Mississippi Valley State University in 1989 and his Masters Degree in Public Administration from Howard University in 1991. ■

On The Horizon...



April 10, 2002. National Safe Kids Campaign.

Deputy Administrator Annette Sandberg will attend and speak at a reception hosted by the National Safe Kids Campaign in Washington, D.C. The National Safe Kids Campaign is celebrating the organization's renewed multi-year child passenger safety partnership with General Motors, highlighting the increased involvement of the United Auto Workers in the program, and commemorating the inspection of more than 250,000 child safety seats by Safe Kids coalitions around the country. Safe Kids is one of NHTSA's many national partner organizations.

April 15-19, 2002. Indian Youth Conference.

NHTSA staff will participate in the Northwest Indian Youth Conference in Billings, Montana. NHTSA will conduct several leadership traffic safety training sessions as part of a new partnership initiative with the National Indian Education Association. This is one in a series of leadership training sessions that will be offered at three National Indian Youth conferences to

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Recent People Saving People/Teamwork Leadership Challenge Awards

Peggy Proctor, NTS
Lori Millen, NTS

For the development and production of the trilingual safety materials for the 2002 Winter Olympics in Utah.

Luis delRio, NTS
Sandy Richardson, NTS
Kathryn Henry, OPACA
Brian Chodrow, NTS
Susan Ryan, NTS
Belinda Rawls, OPACA
Benjamin Cromer, NTS
Danica Tarry, NTS
Chuck Peltier, NTS
Pamela Anikeeff, NTS
Cheryl Neverman, NTS
Marlena Glaze, NTS
Debbie Boykin, NTS
Bonita Twyman, NTS

For their outstanding planning, coordination and execution of National Drunk and Drugged Driving Prevention month.

Chuck Peltier, NTS
Pam Chapman, NTS
Sandy Richardson, NTS
Earl Hardy, NTS
Dave Seiler, NTS
Jim Onder, NTS
Jennell Gomez, NTS

In recognition for their contributions to the planning, organization and commitment to the first Law Enforcement Association Leadership Traffic Safety Summit, January 29–30, 2002.

Barry Eisemann, NRD

For going beyond what was required in his normal assignments, working with a team of NHTSA staff to facilitate FARS data retrieval to assist the Consumers Union in a data analysis to determine how many "wrecks" were put back on the road and subsequently were involved in another crash.

Gwendolyn Archer, NPS

In recognition for providing administrative support to several offices within Safety Performance Standards.

Connie Boone, NPS
Bernadette Millings, NPS
Nathaniel Beuse, NPS

For their dedication and teamwork in performing duties beyond their normal assignments to support the issuance of a letter from the Administrator to vehicle manufacturers on utilization of technologies to increase seat belt usage.

John Abbott, NSA

For his exemplary work in conducting a defects investigation concerning allegations and claims regarding tire tread separation failures.

Scott Shadle, NSA

For conducting a detailed analysis of Firestone's expert's test results, as well as relevant linear range understeer data developed by VRTC in the late 1990's during its evaluation of various dynamic rollover test procedures.

Carmen Hayes, NSC

In recognition for the planning and logistics of the 157 workshops.

Glenn Karr, NSC

For putting together a meeting of 186 people at the state and federal levels to promote the May seat belt enforcement mobilization.

Richard Simon, R-II

For his extraordinary team leadership at the recent Region II May Mobilization meeting in Mahwah, New Jersey.

Stephanie Hancock, R-III

For her exceptional work in designing and overseeing the Region III Alcohol Law Enforcement Workshop.

Rod Chu, R-III

In recognition for traveling to Idaho to teach Financial Management, and his willingness to help other Regions with their classes.

Connie Beasley, R-IV

For being instrumental in the development of a state-wide youth alcohol plan.

Andrew Stancell, R-IV

For his efforts in staying on top of the issue related to misused 402 funds.

William Kootsikis, R-IV

For his outstanding job of coordinating and teaching the NHTSA Program Management course to the California Office of Traffic Safety and California Highway Patrol.

Robert Weltzer, R-VIII

In recognition for working with NHTSA Headquarters staff and various committees. Dr. Weltzer was able to secure funding, develop a multi-language traffic safety message emphasizing belt use, and have the two safety pieces distributed throughout the 2002 Winter Olympic event.

On The Horizon...

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stimulate community-based traffic safety projects by Indian youth.



**April 25, 2002.
Eighth Quarterly
Crash Injury
Research and
Engineering
Network (CIREN)
Public Meeting.**
NHTSA's Office of

Research and Development will host the Eighth Quarterly CIREN Public Meeting at the Harborview Injury Research and Prevention Center in Seattle, Washington, to disseminate information from CIREN to interested parties. The topic for this meeting is Head and Traumatic Brain Injuries. CIREN is a collaborative effort to conduct research on crashes and injuries at 10 Level-1 Trauma Centers, which are linked by a computer network. Researchers can review data and share expertise which could lead to a better understanding of crash injury mechanisms and the design of safer vehicles. ■

QUOTE OF THE MONTH

Load up your mind with pictures capturing your preferred tomorrow. Put the remembrances of the past in a place where they won't block your view.

— Gary Carter

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry
Editor

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